BCOM 4300: Managerial Communication

Course Information

Course Number/Section	BCOM 4300.0u1
Course Title	Managerial Communication
Term	Summer 2022
Class Meeting Times	Tuesday & Thursday, 12:30-2:45 p.m.
Room	JSOM 2.717

Professor Contact Information

Professor	Dr. Stacey Said
Email Address	sxs210216@utdallas.edu
MS Teams Office Hours	By appointment

Course Description from 2021 UTD Catalog

This course focuses on communication as a management and leadership tool, and emphasizes communications with a variety of stakeholders within an organization: team members, superiors, direct reports, as well as management of external stakeholders such as clients. Topics include communication theories and communication strategies for leading based on communication skills and strengths, managing conflict, and addressing ethics and destructive leadership communication practices. Prerequisite: **BCOM 1300** or **BCOM 3300** or **BCOM 3310**. (3-0) S

Background on JSOM BCOM Sequence

Students will complete two business communication courses:
- BCOM 1300 (freshman students) or BCOM 3300 (transfer students) focuses on skills needed for communicating as a college student, an intern, an employee or a campus leader.
- BCOM 4300 (junior or senior students) focuses on skills needed for communication as a business school graduate, a manager or a professional leader.

Student Learning Objectives/Outcomes

1. Understand communication as a leadership skill that can be developed and be able to apply communication styles and strategies to a variety of scenarios
2. Evaluate the role of leadership communication in organizational culture, organizational change, and conflict resolution
3. Apply communication theories as part of being able to identify best practices in ethical communication, strengths development, emotional intelligence, and interpersonal skills, among other related topics

Required Textbooks and Materials

Introduction to Leadership: Concepts & Practice, 5th edition [communication science]. By Peter G. Northouse. This text includes Sage Vantage, an online learning environment with an ebook and learning activities. Vantage is used all semester. Purchase Vantage through the bookstore. **Purchase options:**
1. Vantage and Online Book: ISBN: 9781071803615 (hint: use course lookup or search for Northouse); or
2. Vantage and Loose-leaf Bundle: Northouse, Introduction to Leadership 5e (Vantage Shipped Access Card) + Northouse, Introduction to Leadership 5e (Loose-leaf). ISBN: 9781071850466.

Grammarly: Access at no additional cost through this link: https://jindal.utdallas.edu/student-resources/grammarly-quinncia/

Assignments & Grading Policy

Assignment	Assignment Value
Class Activities - Activities include Vantage assignments, self-assessments, and analyzing case studies about communication topics.	19%
Tests (3)	60%
Group Project	21%
Total	100%
Grading Policy and Scale	
All work should demonstrate the same professional and ethical standards expected of you in the workplace, including proofreading and editing carefully all work you submit in this class. See rubrics for written assignments.	

100-98% = A+	97-94 = A	93-90 = A-	89-87 = B+	86-84 = B	83-80 = B-	79-77 = C+	76-74 = C	73-70 = C- (and so on)

Course Policies

1. **General**
   a. Announcements are made in eLearning or by UTD email.
   b. Office hours are student conference hours for clarification, seeking additional help, or getting advice on assignments or coursework. Assignments can be reviewed during the office hours or after class.
   c. When emailing, students must use UTD email and include a descriptive subject line such as "BCOM 4300 Tuesday/Thursday 1 pm Presentation Question." Emails from non-utdallas.edu emails will not be answered.
   d. Assignments are not reviewed by email. Students can visit bcc.utdallas.edu for writing help or bring assignments to office hours or conference times.
   e. All assignments, quizzes, and projects will be checked for scholastic dishonesty (TurnItIn or other methods). A finding of scholastic dishonesty results in a grade of zero.
   f. The instructor reserves the right to change the grading policy, the course schedule, and the assignments and change the published grades if there is a miscalculation or dishonesty situation.
   g. There is no extra credit in any BCOM course
   h. Students may email the instructor and request a meeting for grade questions one week after the grades are published to eLearning.

2. **Assignments**
   a. Submit early to avoid technical issues. Only submitted assignments in eLearning are graded. (Submission or Turn In Assignments Here Folder)
   b. Review rubrics on assignment descriptions for how they are graded. (Assignments Folder)
   c. Late submission of the final report or presentation file will be docked 1 percent per hour late based on when it's submitted to the drop box. Students are responsible for ensuring submission of TurnItIn assignments.
   d. Peer review, Vantage activities, and discussion boards cannot be done late.
   e. Assignment List:
      i. Test 1: Communication Skills and Traits – leadership communication, applying communicating strategies to a variety of situations (SLO 1)

  ii. Test 2: Communication Development – strengths, interpersonal skills, and more (SLO 1 & 2)
  iii. Test 3: Communication Best Practices – ethics, culture, conflict, and change (SLOs 2 & 3)
  iv. Vantage (SLOs, 1, 2 & 3) - interactive readings from the Northouse text with knowledge checks and test study material, pass/fail quizzes that predict workplace behavior and identify beliefs and strengths about leadership and communication, and pass/fail videos with short quizzes from current industry leaders and scholars
  v. Application activity: individual written analysis of leadership communication concepts in a piece of media. Students will post on eLearning discussion board and post replies.
  vi. Group status update – team written document with project timeline, deliverables, and assessment of team function and communication
  vii. Group case study analysis – team written report from the point of view of a consultancy firm addressing a communication issue in a management situation
  viii. Group presentation – team presentation to an imagined board of directors to suggest solutions to a communication issue
  ix. Individual review of team presentations – feedback given to other teams on their presentations
  x. Written performance evaluations – completion of a performance review for each team member and a self evaluation to determine communication goals and strengths

3. Tests
 a. For Spring 2022, the tests are in the Testing Center. The Testing Center requires students to schedule their test time and does not accept walk-in test takers.
 b. Students must schedule an appointment with the Testing Center at least 72 hours before the test. Students are encouraged to schedule both test appointments the first week of classes. Failure to register for a test will result in an automatic 30 percent deduction. Failure to take the test will result in a grade of zero on the test. Students are responsible for ensuring confirmation of testing center registration; the Testing Center sends email confirmations, which should be retained.
 c. Tests are multiple choice and true/false, each 60 questions and each question weighted equally. Tests must be done individually. Collaboration, if proven, will result in a referral to Judicial Affairs.
 d. Each test is 90 minutes and is open note but limited to one sheet of 8 x 11.5 (front and back). The Testing Center will collect the note page when students finish the test. Notes can be typed or handwritten. Bringing in more than one page of notes will typically result in a referral for scholastic dishonesty and potentially a grade of 0 on the test.
 e. In case of medical emergencies, contact the instructor immediately. In this case, makeup tests may be essay and short answer instead of multiple choice and true false.
 f. If the Testing Center is closed due to an online pivot, all test policies are subject to change to adapt to the modality.

4. Class Participation & Attendance
 a. Research has found that those who miss four or more classes tend to have decreased final grades (source).
 b. Professional communication is expected. Show up ready to learn.
 c. Class attendance is required in order to be successful in the course. Regardless of your reasoning for an absence, you cannot expect to be successful in the class if you don't attend most meetings. You also cannot expect to receive important information when you miss class. This class is not meant to be duplicated with class recordings, online material, and detailed rubrics that tell you everything you need to know. (Though those things *will* be available, they are meant to supplement class sessions, not replace them.) Most of what you need to know comes from being in class and learning in class.

5. **Group Assignments**
   a. Students will be assigned a group. The group is responsible for determining roles and a work schedule within the project deadlines.
   b. No additional team members will be added if someone drops or is removed or "fired" from the group.
   c. Groups cannot "fire" students without consulting their "supervisor" (the course professor). The professor reserves the right to remove or adjust the grade of a non-compliant team member. To request a review of a non-compliant team member, see the assignment sheet for the process.
   d. Students are encouraged to reach out to the instructor with concerns. The goal of teamwork is to improve team communication. Students must learn how to solve team-related problems.
   e. Group project deliverables are listed in section 2 of the syllabus.

Tips for Success

The business communication program helps students to succeed as a communicator now and later. The course has been designed to improve students' communication skills. Students are encouraged to work on assignments sequentially (each assignment builds on the last one). Students also encouraged to:

1. Stay focused. Be proactive in academic studies and add deadlines on your calendar.
2. Be prepared. Read each assignment, follow the study guide, and focus on the class objectives.
3. Be professional. Treat everyone respectfully and fairly. Set high standards for reliability and ethics.
4. Ask for help. Be very active in class, participate in discussions and exercise communication skills.

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

> *"As a Comet, I pledge honesty, integrity, and service in all that I do."*

Need additional coaching or advice? Use these JSOM-only resources

1. Document and Presentation Coaching? See Business Communication Center. https://jindal.utdallas.edu/student-resources/business-communication-center/
2. Internship and Job Searching? See JSOM Career Management Center (CMC) The CMC (JSOM 12.110 offers career coaching, resume and cover-letter critiques, mock interviews, etc. http://jindal.utdallas.edu/career-management-center/

Academic Support Resources

The information contained in the Academic Support Resources lists the University's academic support resources for all students. The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus. Please go to UT Dallas Syllabus Policies webpage for these policies.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.

Tentative Course Schedule & Topics

See eLearning for weekly agendas with readings and participation activities. Students will be informed of any changes via eLearning.

BCOM 4330 Summer 2022 Schedule
* All Vantage assignments are due at the start of class the day they are covered in class.

Week	Date	Topic	Vantage: Readings, Videos, & Activities*	Major Assignment(s) Due
1	T 5/24 (Day 1)	Introduction to class: Overview of syllabus; Role of Communication & Connection to Leadership Communication	Ch 1	*Note for Ch 1 and 2 Vantage assignments:* Ch 1 & 2 are due by Sunday, 5/30 at 11:59pm. I'm giving you an extension because it's the first week and you are still getting oriented. Recommend working ahead! I will not be available over the weekend to troubleshoot login issues. Late work not accepted.
	TH 5/26 (Day 2)	Recognizing Your Traits & Communicating Once You Know Them	Ch 2	
2	T 5/31 (Day 3)	Communicating with The Boss, Others, & Your Followers: Understanding Leadership Styles	Ch 3	
	TH 6/2 (Day 4)	Communication Styles: Tasks, Relationships and Change	Ch 4	**Sunday, 6/5 at 11:59pm: Application Activity Due**
3	T 6/7 (Day 5)	Communication Skills: Administrative, Managing Resources, Technical Competence, Conceptual, and People-Based *Test Review*	Ch 5	
	TH 6/9 (Day 6)	**NO CLASS: Test 1 in Testing Center**		
4	T 6/14 (Day 7)	Engaging Communication and Personal Strengths: StrengthsFinder, CAPP, and Recognizing Others	Ch 6	
	TH 6/16 (Day 8)	Creating, Writing, and Communicating a Vision	Ch 7	
5	T 6/21 (Day 9)	Communicating to Build a Constructive Climate	Ch 8	
	TH 6/23 (Day 10)	Communicating About Effective Diversity and Inclusion	Ch 9	

6	T 6/28 (Day 11)	Listening to Out-Group Members and Speaking to Improve Relationships *Test Review*	Ch 10	
	TH 6/30 (Day 12)	**NO CLASS: Test 2 in Testing Center**		
7	T 7/5 (Day 13)	Group Norms and Communication & Meeting Management; Case studies in business and how to analyze them; *Introduction of group assignment and team check-in*	Watch LinkedIn Learning Course: Communication within Teams (*testable material*)	
	TH 7/7 (Day 14)	Managing Conflict and Presenting as a Team; CommWork Day: Work with your group on project	Ch 11	**Sunday, 7/10 at 11:59pm CST: submit check-in document and book check-in time**
8	T 7/12 (Day 15)	CommWork Day: Team check-ins with professor		
	TH 7/14 (Day 16)	CommWork Day		**Sunday, 7/17 at 11:59pm: Group Assignment Due**
9	T 7/19 (Day 17)	Presentations		
	TH 7/21 (Day 18)	Presentations		**Sunday, 7/24 at 11:59pm: Peer Review of Presentations Due & Group Member Evaluations Due**
10	T 7/26 (Day 19)	Ethics in Leadership Communication & Overcoming Communication Obstacles	Ch 12, Ch 13	
	TH 7/28 (Day 20)	Communication & Exploring Destructive Practices & *Test Review*	Ch 14	
11	T 8/2 (Day 21)	**NO CLASS: Test 3 in Testing Center**		

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